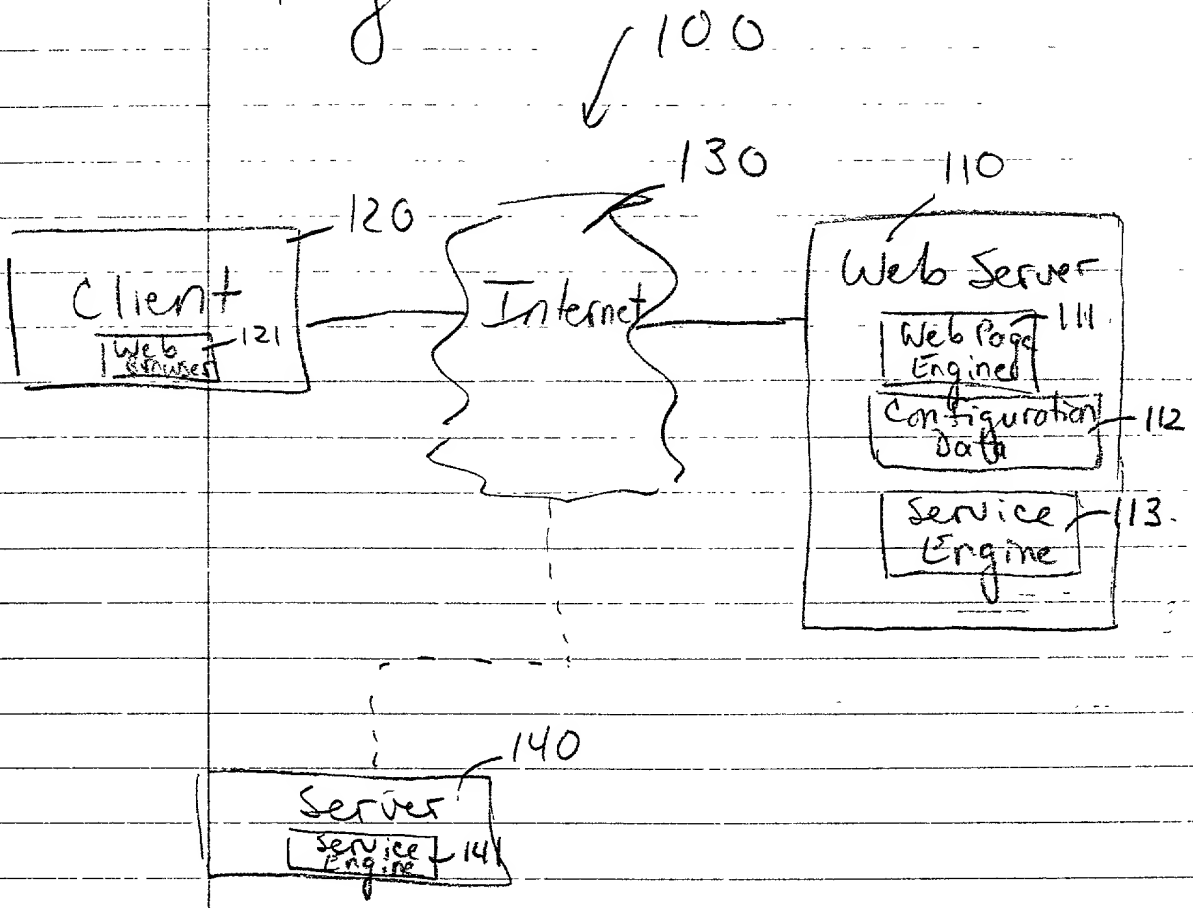
Figure 1


100
130
110
120
Client
Web Browser
121
Internet
Web Server
Web Page Engine
111
Configuration Data
112
Service Engine
113
140
Server
Service Engine
141

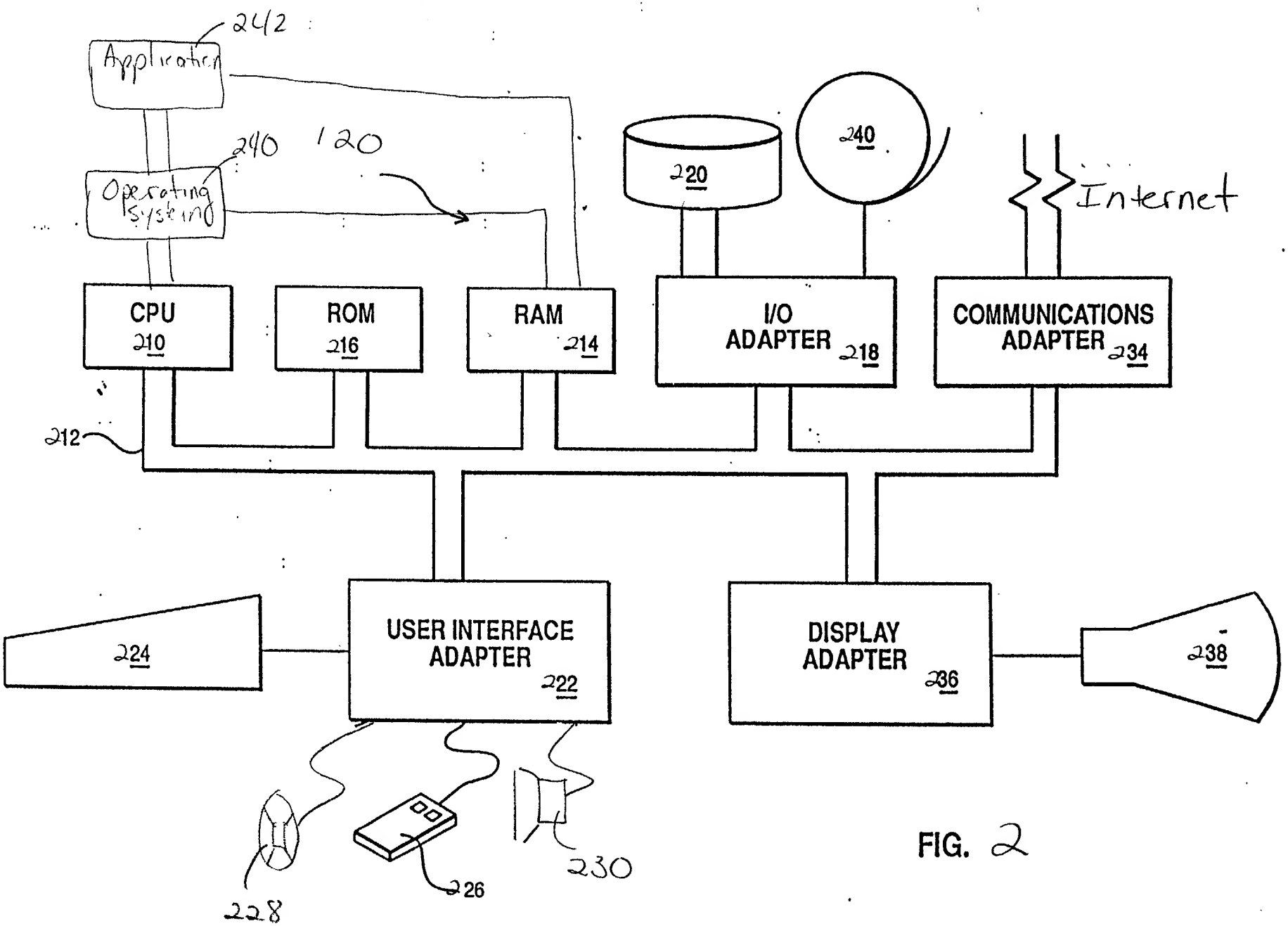

242
Application
240
120
Operating System
220
240
Internet
CPU
210
ROM
216
RAM
214
I/O
ADAPTER
218
COMMUNICATIONS
ADAPTER
234
212
215
224
USER INTERFACE
ADAPTER
222
DISPLAY
ADAPTER
236
238
228
226
230

FIG. 2

Figure 3

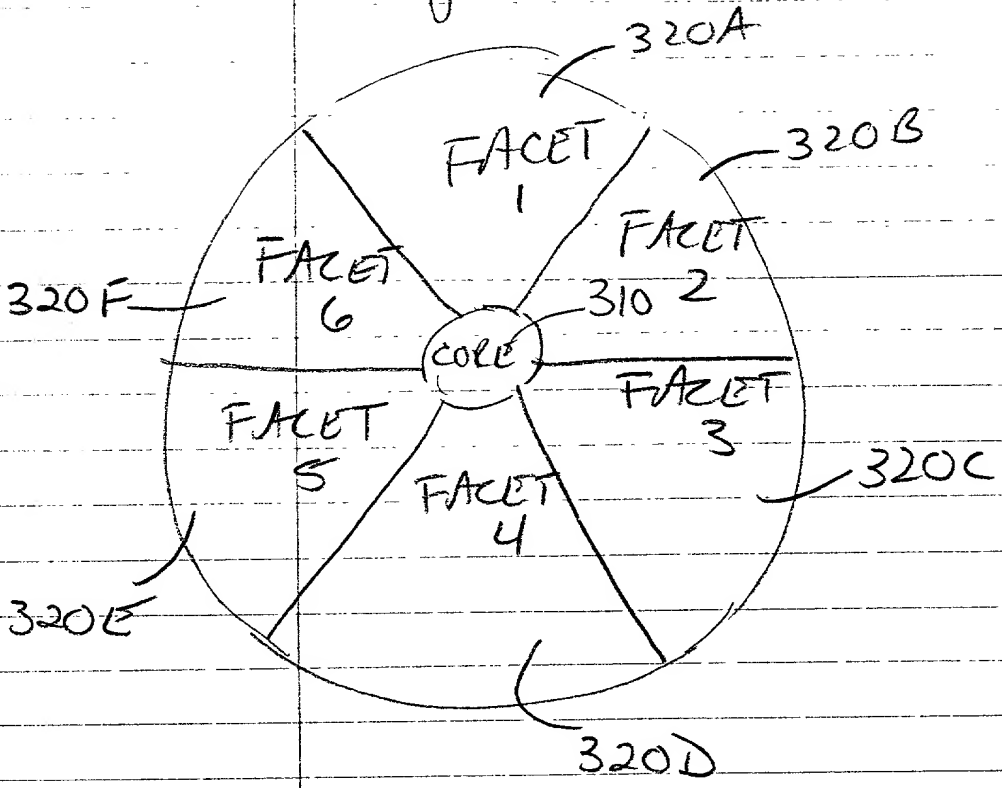

320A
FACET 1
320B
FACET 2
FACET 6
320F
310
CORE
FACET 3
FACET 5
FACET 4
320C
320E
320D

Figure 4

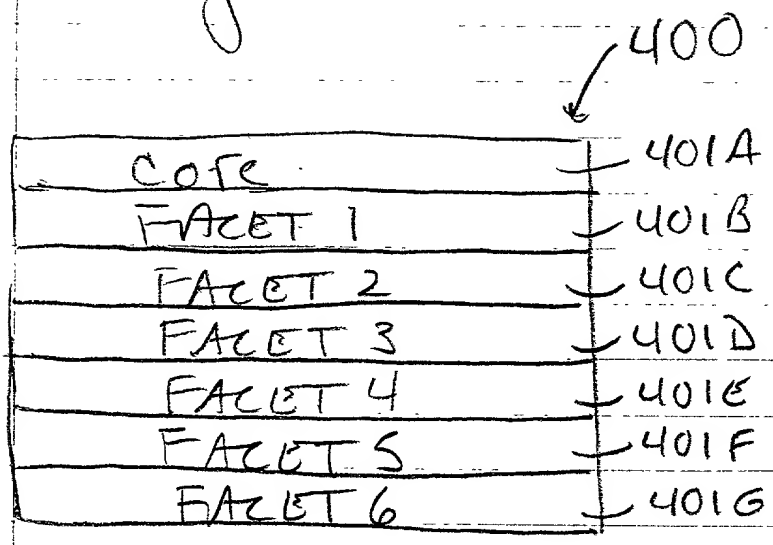
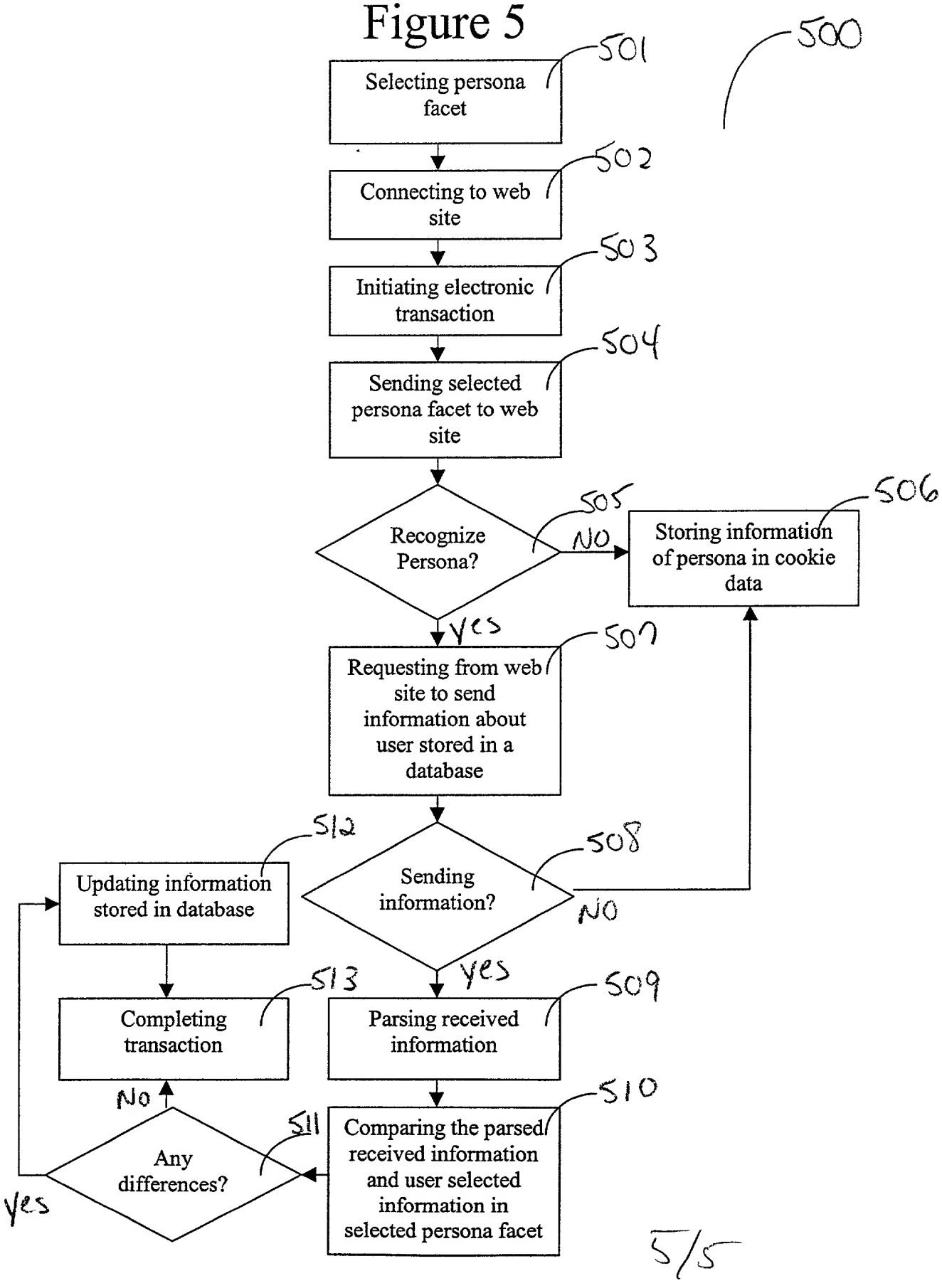

400
CORE
401A
FACET 1
401B
FACET 2
401C
FACET 3
401D
FACET 4
401E
FACET 5
401F
FACET 6
401G

Figure 5


500
501
Selecting persona facet
502
Connecting to web site
503
Initiating electronic transaction
504
Sending selected persona facet to web site
505
Recognize Persona?
NO
506
Storing information of persona in cookie data
Yes
507
Requesting from web site to send information about user stored in a database
508
Sending information?
NO
Yes
509
Parsing received information
510
Comparing the parsed received information and user selected information in selected persona facet
511
Any differences?
No
Yes
512
Updating information stored in database
513
Completing transaction